

**CONFIDENTIAL SUMMARY
UNIVERSITY RELATIONS COMMITTEE
OF THE BOARD OF VISITORS
MAY 14, 2021
OPEN SESSION**

ACTION ITEMS:

- None

FOR INFORMATION/COMMITTEE REVIEW:

1) Items that may be action items at upcoming committee meeting:

None

2) Items that the board needs to be aware of, but will not require action (all linked here)

- Jay Davenport will be presenting on the Alumni Council, dissolving of the 503c and present fundraising metrics.

EXECUTIVE REPORTS

- Mr. Davenport will provide an update on the Alumni Council. Alumni associations voted to fold all 501(c)(3) independent activities into VCU Development & Alumni Relations; moved funds into foundations. Mr. Davenport will also give an update on where the University and the Health System stand in fundraising metrics by showing dollars raised by campus.
- Mr. Heston will share an overview of goals for 2021-22 for VCU and VCU Health focusing on communications and marketing operations, structure, brand and inclusion. Additionally, he will provide an update about an ongoing campaign, in partnership with SEMSS, to increase enrollment yield for the fall 2021 freshman class.
- Ms. Gunther and Mr. Conrad will provide updates on local government relations issues pertaining to development within the City of Richmond, particularly around the Athletics Village site. They will discuss the return of federal earmarks in the current Congress ("Community Project Funding" or "CPF") and will provide an overview of VCU/VCUHS CPF proposals submitted for potential funding. Finally, they will preview the 2021 Special Session of the General Assembly to be held later this summer.



**VIRGINIA COMMONWEALTH
UNIVERSITY RESOURCES
MAY 13, 2021**

**James Branch Cabell Library
901 Park Avenue – Room 303
Or Via Zoom
RICHMOND, VIRGINIA
AGENDA**

3:10 PM to 4:00 PM

UNIVERSITY RESOURCES

Ms. Carolina Espinal, *Chair*

GOVERNMENT RELATIONS UPDATE

**Ms. Karah Gunther, *Executive Director
Government Relations and Health Policy***
**Mr. Matt Conrad, *Executive Director
Government and Board Relations***

**PUBLIC RELATIONS AND MARKETING
UPDATE**

**Mr. Grant Heston, *Vice President for
University Relations***

**DEVELOPMENT AND ALUMNI
RELATIONS UPDATE**

**Mr. Jay Davenport, *Vice President
for Development and Alumni Relations***

***CLOSED SESSION – Freedom of Information
Act Sections 2.2-3711 (A) (9)***

- i. *Named Fund and Spaces Report*
- ii. *Approved Named Funds Under \$50,000*

Ms. Carolina Espinal, *Chair*

***RETURN TO OPEN SESSION
AND CERTIFICATION
Resolution and Certification***

Ms. Carolina Espinal, *Chair*

Action Item:

Approval of items discussed in closed session if necessary



VCU University Relations

Board of Visitors Update, May 2021



VCU

Spring '21 Yield Campaign

Due to the challenges facing VCU during the pandemic, UR and SEMSS developed a **collaborative plan to bolster yield** by identifying and targeting specific groups of accepted students – specifically those that have expressed interest in a College of Humanities and Sciences (CHS) major as well as underserved and first-generation students who have been uniquely affected by the challenges surrounding the pandemic.

Audiences

Primary

Accepted students who have shown interest in CHS
(including undecided students)

Secondary

Underserved and first-generation students across all units

Objective: Increase yield rate to 30%

University Relations is working in partnership with SEMSS to develop and manage:

- Marketing communication plan
- Paid advertising campaign
- Enhanced email HTML designs and copywriting
- Direct mail
- Social media plan

Campaign goals

Phase 1

Build engagement

February/March

*Meet students
where they are*

Phase 2

Build confidence

April/May*

*Dig deeper into
the VCU experience*

Phase 3

Build excitement

June/July/August

*Build excitement
about attendance*

All ads drive to the [Freshman Application Checklist](#) website to finalize enrollment.

Final Deliverables

- 12 emails served through the university CMS
- 6 direct mail collateral pieces
- Paid advertising
 - Facebook/Instagram (~400k estimated impressions)
 - YouTube (~200k estimated impressions)
 - Display ads
- VCU.edu updates
- Owned social media channels

Creative strategy

VCU is built for **busting barriers** to equity and access, making more success possible for you and everyone.

Paid advertising




Working with our media partner, we developed and implemented a paid ad campaign that targets accepted students and encourages them to complete their enrollment.

YouTube


Our six-second YouTube videos
are unskippable and play
before the desired YouTube
video.

Facebook/Instagram

A mix of **video** and **static ads** were served to our audience in sequence in order to build the VCU story.





Virginia Commonwealth University 
 Sponsored · 

We never overlook our undergraduates. You have opportunities in research from day one.






VCU.EDU
Find success fast
 Finalize your enrollment today


[LEARN MORE](#)

 Like
  Comment
  Share

10 second video




Virginia Commonwealth University 
 Sponsored · 

Whether you're the first or the 15th to attend college in your family, we have the support to help you succeed.






VCU.EDU
Advanced advising
 Get ready for your first day


[LEARN MORE](#)

 Like
  Comment
  Share

static ad 1





Virginia Commonwealth University 
 Sponsored · 

VCU students like you make a positive impact on communities by contributing 1.3 million hours of volunteer work.



VCU.EDU
Earn credits. Change lives.
 Service learning at VCU

[LEARN MORE](#)

 Like
  Comment
  Share

static ad 2

Digital ads

These digital ads are **targeted** to **accepted students** using a list generated by SEMSS.

In it for the outcomes

Take the next steps

 **VCU** Make it real.


Experience begins day one

Take the next steps

 **VCU** Make it real.

Finalize your enrollment today

Take the next steps

 **VCU** Make it real.

Print collateral

Targeted printed pieces are being sent to accepted students to **encourage enrollment.**

Take the leap into something amazing!
VCU students and grads are going places.

flip ↗

TO SEE OUR AMAZING URBAN CAMPUS

Let's get down to business

VCU
Strategic Enrollment Management and Student Success

I've have to study so I can take over the world at 22

COLLEGE

Virginia Commonwealth University is intimately connected to Richmond, a living, breathing city (but not a huge one). We have top-ranked programs ranging from sculpture to nurse anesthesia. Seven Fortune 500 companies call our town home, and we have a thriving entrepreneur community. Our graduation rate has jumped more than 50% over the last 10 years. We're not just preparing students for today's questions. We're equipping them to take on futures they haven't even imagined yet.

RVA

It's all waiting here for you.

Richmond shows up on lists as the best city for, well, nearly everything. You could spend every weekend exploring, and you might not find all the murals here. And you can't beat us for food, whether you just want coffee or high-class cuisine. But if what you're after is a great lifestyle, more than 65% of our alumni stay in Virginia, and we'd be thrilled to have you join them. Everything's at your fingertips. All you have to do is decide where to start.



Want a lot? Scan this code. We have options for eating, museums, shopping and more. You just have to decide what you're looking for!

Out of state accepted student brochure

Healthy. Safe. Balanced.

To do well, you've got to feel well. With student safety ambassadors and the new "Check Police" feature on the free LiveSafe app, we've got your safety covered. And as a VCU student, you have access to a 25-meter pool, a 18,000-square-foot fitness center and mental health resources to keep you on top of your game.



Connect in new ways.

Diversity is everything at Virginia Commonwealth University. We bring students together from all over the world and give you opportunities to explore interests across disciplines through minors, double-majors and student organizations.



Virginia Commonwealth University
Strategic Enrollment Management
and Student Success
Office of Admissions

Box 80203
Richmond, Virginia 23284-2026

NON-PROFIT ORG.
U.S. POSTAGE
PAID
RICHMOND, VA
PERMIT #989

It's your turn to say **YES.**

 **VCU** Make it real.



Research is the start.

We're one of the nation's top research universities and VCU Medical Center is the area's No. 1-ranked hospital. There are a variety of ways for undergraduates to get involved from the very first day. At VCU, you have the opportunity to make as much impact as possible, as soon as possible.



Come here. Get to the top.

Take advantage of unparalleled academic opportunity through a long list of nationally ranked and accredited programs, a leading academic medical center with more than 200 specialty areas and top-flight academic advising.



Doing nothing is not a thing here.

We've got 15 NCAA teams, contribute \$30 million in volunteer work and are located in the middle of the city that's home to seven Fortune 500 companies and 550 acres of parks along the James River. At VCU, new experiences are around every corner.



Finalize your enrollment.

Step up to the challenges of today and take aim at your future educational goals.

Virginia Commonwealth University
Strategic Enrollment Management
and Student Success
Office of Admissions

821 West Franklin Street
Box 842526
Richmond, Virginia 23284-2526

Phone: (800) 841-2628 or (804) 828-1222
Monday through Friday, 9 a.m. to 4:30 p.m.

Email: ugrad@vcu.edu
vcu.edu/admissions

Take the next step: go.vcu.edu/sayyes

Virginia Commonwealth University does not discriminate in its admissions, employment, programs or activities on the basis of race, religion, national origin (including ancestry), sex, age, sex including pregnancy, childbirth and related medical conditions, parental status, marital status, genetic information, color, sex, gender, sexual orientation (including family medical history), sexual orientation, gender identity, or disability or otherwise discriminate against applicants or students who require direct, indirect, or distance from completion of the requirements of their program or discipline, or in any other way prohibited by law. For inquiries regarding the university's nondiscrimination policies, contact Title IX and Access Services located at equal@vcu.edu, (804) 828-2242, or 101 East Avenue, Box 80204, Richmond, VA 23284-2042.

“Say YES” accordion brochure

DISCOVER YOUR PASSION



 VCU

YOUR SUCCESS IS THEIR BUSINESS

At Virginia Commonwealth University, the city is our extended classroom. From service-learning projects with community nonprofits to internships at Fortune 500 companies to on-site visits with government officials, our downtown Richmond location provides numerous educational and employment opportunities for students. Every day, businesses large and small — high-tech manufacturing firms, financial institutions, hospitals, galleries and local media, to name just a few — mentor, train and hire our students. You get skills. You get experience. You get confidence. All of which set you up for success in the workforce.

Visit go.vcu.edu/sayyes to accept our offer and place yourself in the heart of opportunity.

Welcome to the #VCURamily!



Virginia Commonwealth University
Division of Strategic Enrollment Management
Office of Admissions
Box 842526
Richmond, Virginia 23204-2526

VCU is an equal opportunity and affirmative action employer. Women, minorities, individuals with disabilities, and protected veterans are strongly encouraged to apply. Anyone having questions concerning discrimination or accessibility should contact Equity and Access Services. 000001

WORKFORCE READY



 VCU



Welcome to the
#VCURamify!
2021-22

It's your turn to say **yes.**

... And take the next steps!

Congrats on your acceptance to Virginia Commonwealth University! We can't wait to meet you. Read the following pages for info about how to accept your offer of admission and finalize your enrollment at VCU.

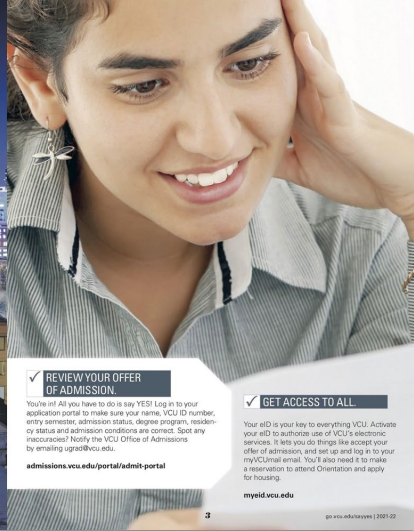
**Location,
location,
location**

First things first. We fondly refer to Richmond as RVA. People love this city. Because it's awesome. And VCU is in the middle of it all—173 acres (about the size of 131 football fields) spread across downtown and two campuses.

People are talking

Richmond's the place to be! And don't just take our word for it. Here's what folks are saying.

<p>One of the top 10 U.S. cities to visit (Forbes)</p>	<p>No. 3 best place in the world to start a business (Travel + Leisure)</p>	<p>One of the best American cities for travelers (Thrillist)</p>	<p>One of the top 10 best U.S. cities for art lovers (Apartmentguide)</p>	<p>One of the top 20 places to start a business (ENR)</p>
<p>One of the top 10 most family cities (PTA)</p>	<p>Top 10 dining destinations for international food travel (National Geographic)</p>	<p>No. 3 in 16 cities where Entrepreneurship Communities Are Growing (Entrepreneur)</p>	<p>No. 5 hippest city in the U.S. every year under 10 wants to move to (Business Insider)</p>	<p>The underground music city everyone needs to visit (Forbes)</p>



REVIEW YOUR OFFER OF ADMISSION.

You're in! All you have to do is say YES! Log in to your application portal to make sure your name, VCU ID number, entry semester, admission status, degree program, residency status and admission conditions are correct. Spot any inaccuracies? Notify the VCU Office of Admissions by emailing ugrad@vcu.edu.

admissions.vcu.edu/portal/admit-portal

GET ACCESS TO ALL.

Your eID is your key to everything VCU. Activate your eID to authorize use of VCU's electronic services. It lets you do things like accept your offer of admission, and set up and log in to your myVCU email. You'll also need it to make a reservation to attend Orientation and apply for housing.

myid.vcu.edu



Congrats on getting into the VCU College of Humanities and Sciences!

Here's a little welcome gift.

Now that you know you're "in" here at the VCU College of Humanities and Sciences, we figured you might want to tell the world about it. So we're sending you these stickers to show off your acceptance to VCU's largest college. Put them on your laptop, your books, or wherever you'd like. (Although we don't recommend them for use on pets ... or younger siblings.)

If you haven't already done so, please take the next step by going to go.vcu.edu/next-steps and lock in your decision to join the VCU College of Humanities and Sciences. Enjoy the stickers, future Ram!



In case you don't already know, VCU is an amazing choice for college, and for the rest of your life.

- You'll be in the coolest part of a river city that's filled with art, history, music and energy.
- You'll have an advisor (and others) who can guide you throughout your experience here, helping you explore programs and career paths.
- Your classes and other opportunities will give you real-world experience, so you'll learn by doing.
- You'll live the mantra "Make it real," by taking what you love and making it your life.



Email campaign

A robust direct email campaign was developed with **specific messaging and timing.**



Find yourself in the city

Hello, _____.

Congratulations on your acceptance and welcome to VCU and the College of Humanities and Sciences. Nearly 60% of VCU undergraduates have at least one major in the college – enabling you to collaborate and connect on whole new levels. Working together, you'll gain bigger opportunities and bigger responsibilities than you thought possible. We're here to help you manage it all.

Get checklists, contact information and important dates to help finalize your enrollment.

Take the next steps

City life meets healthy lifestyle.

Our campus is a safe and equitable space for all.

Your wellness is our priority.

We've got a holistic approach to your success with student safety ambassadors, Student Health Services, University Counseling Services and an 18,000-square-foot fitness center at the Cary Street Gym. Wherever you look, we've got support you can turn to.



Over-the-top opportunities

Richmond was named one of 52 places to go in the world by The New York Times and is home to seven Fortune 500 companies.



Support secures success

At VCU, we specialize in helping all students achieve their goals – especially those who are the first in their families to attend college.

74% of employers say a liberal arts education is the best way to prepare for success in today's global economy. (Source: Association of American Colleges and Universities)

In VCU's College of Humanities and Sciences, you can stay focused on what's ahead knowing your safety comes first. With your well-being in check and the city at your doorstep, you are in the best position to achieve your goals.

Finalize your enrollment today.

Take the next steps



Explore your studies and the city.

Hello, (name),

All of our students participate in experiential learning, or learning by doing. And our urban campus provides instant access to professional opportunities, groundbreaking research and important community projects. This is your chance to do something big.

Finalize your enrollment today.

Take the next steps

Don't just attend college. Be part of the action.

Guided Research Experience and Applied Thinking is a program that engages students from all backgrounds in important projects.

Go all in. Get hands on.

We offer a range of programs and experiences to help match your ambitions to your academic goals.



Restore cemeteries and communities.

Sociology students help create plans that respect sanctity and improve accessibility to Richmond's historic African-American cemeteries.



Tell your story. Get it picked up.

Our Capital News Service class has its stories picked up by the Washington Post and the Associated Press.



Walk in the footsteps of history.

Political science students traveled for two weeks exploring 19 different sites along the Civil Rights Trail.



Solve problems the size of a pandemic.

Make an impact with big research opportunities like the Clinton Global Initiative University's COVID-19 Student Action Fund.

Innovation is in everything we do.

Top 100 National Science Foundation research university

When you get this much talent at a place that's designed to put research into action, life-changing things are bound to happen. Whether it's meeting an important mentor or making your first groundbreaking discovery, this is your chance to make a lasting impact.

Finalize your enrollment today.

Take the next steps

National Media Update

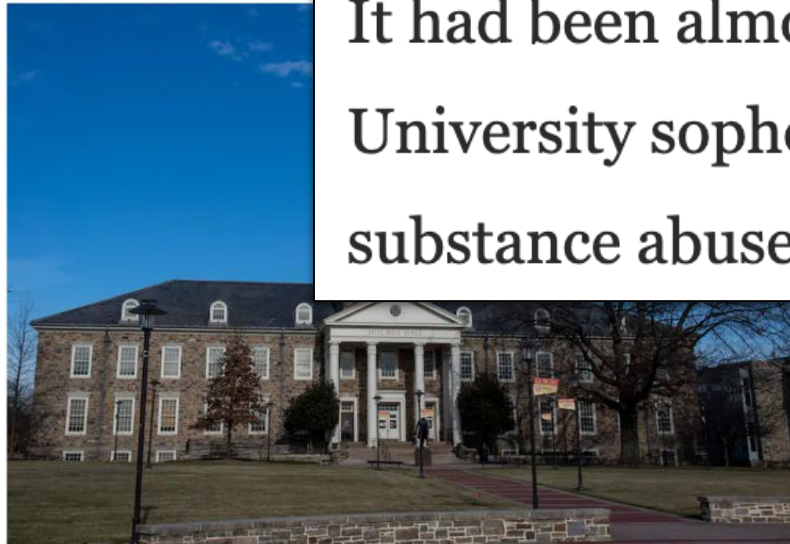
National Media

The Washington Post recently featured VCU as a national leader in quickly and effectively sharing emergency financial aid to students.

Higher Education

Washington pumped \$35 billion into emergency grants for college students. Here's how it's going.

The proliferation of emergency aid programs is one of the few trends to emerge from the pandemic higher education experts hope will remain



Morgan State University, a public historically Black research university in Baltimore, is among thousands of schools that have received federal stimulus dollars to support emergency student aid. (Jonathan Newton/The Washington Post)

It had been almost five months since Virginia Commonwealth University sophomore Brittany Ofori lost her part-time job at a substance abuse center when she received an unexpected offer of help.

Washington Post content selected by VA Dept of Health



1 What you need to know about the coronavirus variants



2 Your questions about coronavirus vaccines, answered



APLU'S
MORNING NEWS SCAN
YOUR DAILY HIGHER ED NEWS ROUNDUP



Share



Tweet



+1



Share



Forward

April 26, 2021

- Washington Post: [Washington pumped \\$35 billion into emergency grants for college students. Here's how it's going.](#)
- Chronicle of Higher Education: [A Tipping Point? Dozens of Public Colleges Announce Covid-19 Vaccine Mandates](#)
- Inside Higher Ed: [A Debt Long Overdue**](#)
- The Hechinger Report: [Pell changes could mean more eligible students, more money, more programs](#)
- Inside Higher Ed: [College Database Bill Raises Concerns About Student Privacy**](#)
- Inside Higher Ed: [Provosts Face the Pandemic](#)
- The Hechinger Report: [From admissions to teaching to grading, AI is infiltrating higher education](#)
- Science Magazine: [Biden fills out science team with NOAA, DOE, and diplomacy picks](#)
- The Virginia Gazette: [William & Mary renames 3 buildings with connections to Confederacy and racism, will contextualize Founding Fathers references](#)
- Wisconsin State Journal: [Op-Ed: Kevin Reilly: UW students delivering shots is practical patriotism](#)



Michael Rao • 2nd

President at Virginia Commonwealth University

2d • 🌐

Earlier this week, [The Washington Post](#) profiled how [Virginia Commonwealth University](#) worked to distribute federal financial assistance to our student population throughout the previous year. I am grateful for so many within our institution who helped to create an efficient system through which those in need were able to receive much-needed help. My sincere thanks to Tomikia LeGrande, Ed. D., VCU's vice president for strategy, enrollment management and student success, for speaking with The Post and to sophomore Brittany Ofori for sharing her story.

<https://lnkd.in/dyje9mD>



Washington pumped \$35 billion into emergency grants for college students. Here's how it's going.

washingtonpost.com • 8 min read



VCU News Center @VCUnews · Apr 26

Since last spring, Congress has earmarked \$35 billion in emergency aid for college students facing housing, employment and food insecurities. The [@washingtonpost](#) on what [@VCU](#) has done to support the effort and help as many students as possible.

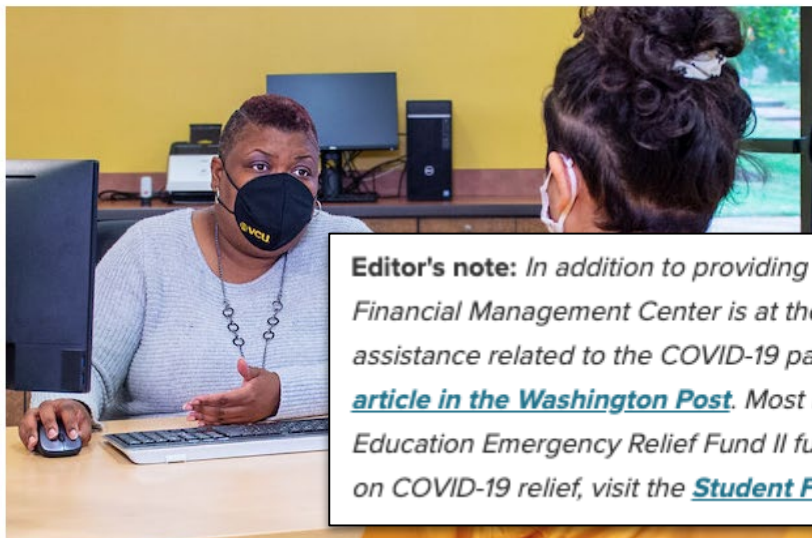


Washington pumped \$35 billion into emergency grants for college s...
It is the largest federal investment in grants to rescue students in crisis and an undertaking rife with bureaucratic hurdles. Still, the ...

[washingtonpost.com](https://www.washingtonpost.com)



On the money: Need a financial counselor? If you're a VCU student, you already have one.



Editor's note: In addition to providing financial guidance and information to students, VCU's Student Financial Management Center is at the heart of the university's efforts to provide students financial assistance related to the COVID-19 pandemic. Those efforts were covered in [an April 25, 2021 article in the Washington Post](#). Most recently, VCU distributed more than \$10 million in Higher Education Emergency Relief Fund II funding to approximately 5,500 students. For more information on COVID-19 relief, visit the [Student Financial Services website](#).

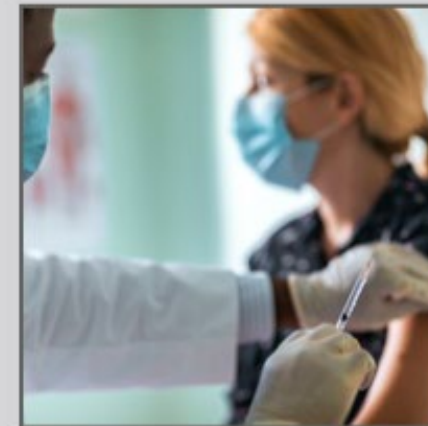
Through VCU's Student Financial Management Center, every student is now assigned a financial counselor who can help them understand how to pay for college and balance tuition with the other expenses in their lives. (Kevin Morley, University Marketing)

By Dina Weinstein
University Public Affairs
vcunews@vcu.edu

Tuesday, Oct. 27, 2020

Editor's note: In addition to providing financial guidance and information to students, VCU's Student Financial Management Center is at the heart of the university's efforts to provide students financial assistance related to the COVID-19 pandemic. Those efforts were covered in [an April 25, 2021 article in the Washington Post](#). Most recently, VCU distributed more than \$10 million in Higher Education Emergency Relief Fund II funding to approximately 5,500 students. For more information on COVID-19 relief, visit the [Student Financial Services website](#).

IN THE SPOTLIGHT



On April 24, the Centers for Disease Control & Prevention and Food and Drug Administration lifted their recommended pause on the Johnson & Johnson COVID-19 vaccine. Jeffrey Donowitz, M.D., a VCU Health expert in pediatric infectious diseases, discussed the FDA and CDC decision in an interview with VCU Health News.

[Read more »](#)

VCU IN THE NEWS

Washington pumped \$35 billion into emergency grants for college students. Here's how it's going.

The Washington Post (4/25/21)

University Relations Goals

University Relations goals

1. Transform enterprise communications and marketing operations

Supports presidential priorities 1, 2, 3 and 4

2. Develop and launch unifying, comprehensive brand platform

Supports presidential priorities 1, 2, 3 and 4

3. Leverage presidential voice, platform to elevate VCU brand

Supports presidential priorities 1, 2 and 3

4. Create model culture for inclusive excellence, workplace success in University Relations division

Supports presidential priorities 2 and 4



VCU University Relations

Board of Visitors Update, May 2021



Board of Visitors

Jay Davenport, Vice President, Development & Alumni Relations

May 14, 2021

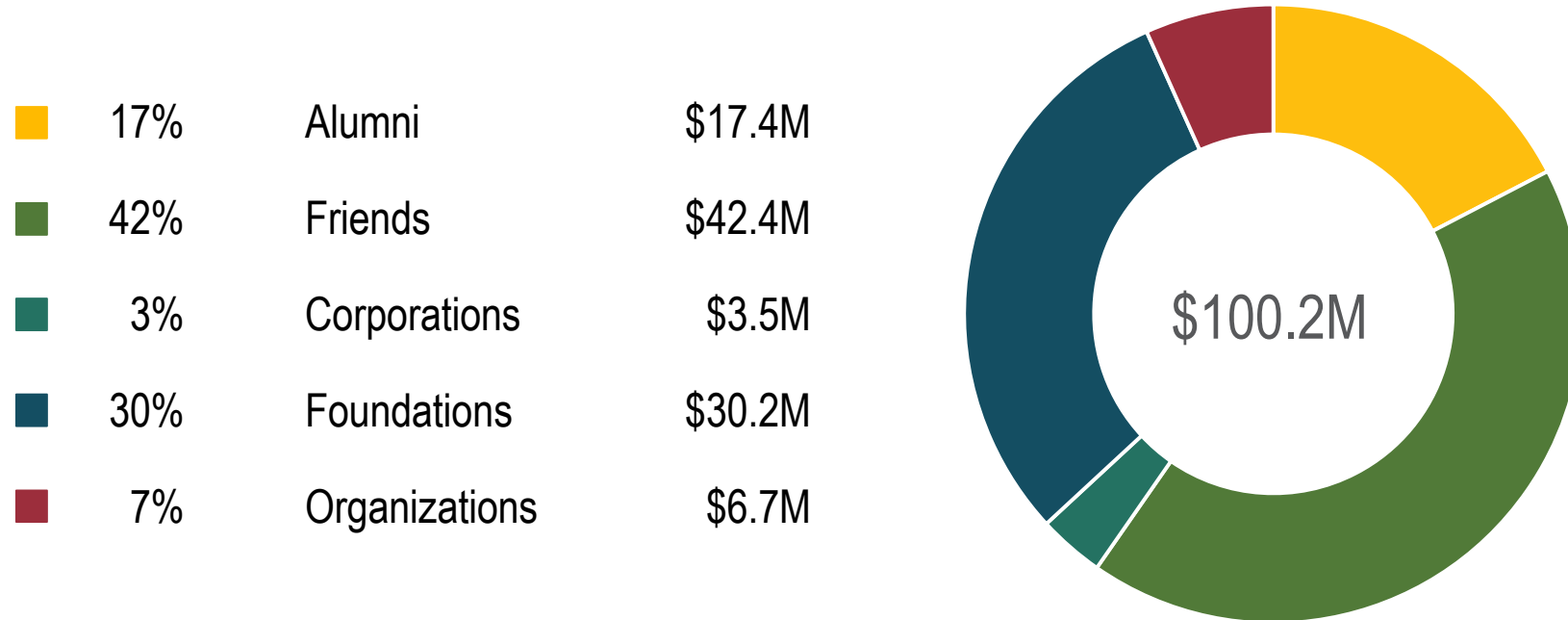


VCU

FY 2021 vs Same Time Last Year

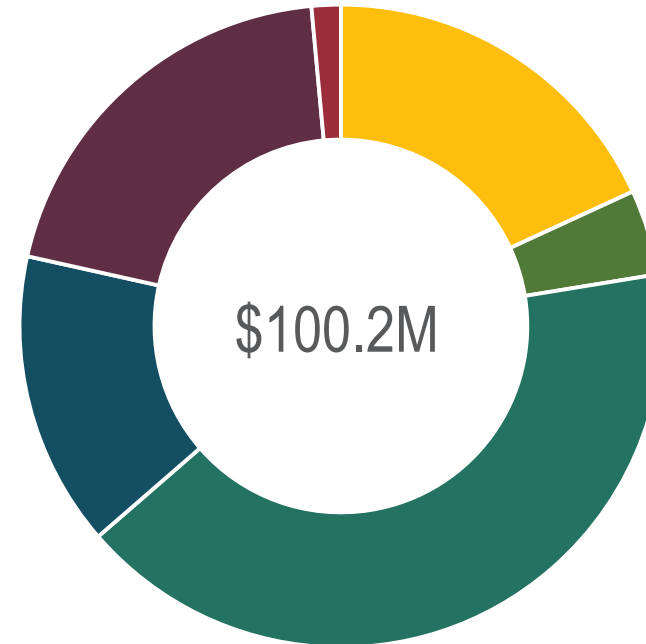
Fiscal Year: July 1 to June 30	Current FY		Same Time Last Year	
Gift Type	Dollars Raised	Donor Count	Dollars Raised	Donor Count
Cash, Undocumented Realized Bequests, In Kind Gifts and Pledges	\$76,428,275	19,569	\$41,965,798	24,897
Planned Gifts - Revocable	\$14,585,842	78	\$10,984,368	56
Planned Gifts - Irrevocable	\$1,646,258	4	\$340,594	4
Philanthropic Grants	\$7,568,653	74	\$10,119,012	61
Total NGP Progress by Gift Type	\$100,229,028	19,687	\$63,409,772	24,982
Source	Dollars Raised	Donor Count	Dollars Raised	Donor Count
Alumni	\$17,354,065	6,650	\$14,578,681	8,320
Friends	\$17,681,780	9,707	\$14,915,110	12,615
Corporations	\$3,460,578	486	\$6,310,623	642
Foundations	\$54,992,143	431	\$18,406,475	406
Other	\$6,740,462	410	\$9,198,883	549
Total NGP Progress by Source	\$100,229,028	19,687	\$63,409,772	24,982

FY 2021 Summary by Source



FY 2021 Summary by Purpose

■	18%	Students	\$18.2M
■	4%	Faculty	\$4.3M
■	41%	Research	\$41.3M
■	15%	Programs	\$14.9M
■	20%	Facilities	\$20.1M
■	1%	Unrestricted/Designated	\$1.5M



VCU Alumni Council: DRAFT Mission



The mission of the VCU Alumni Council is to build, unite, and support the VCU Alumni community worldwide.

The council exists to:

- Engage alumni based on their affinities and interests
- Amplify alumni voices and share their accomplishments
- Build community and connection among all alumni
- Support the student to graduate transition by developing relationships and networks
- Embrace the diversity and legacy of the university
- Contribute to the culture of philanthropy among alumni by investing in the future of the university

2021 VCU Alumni Council: DRAFT Committees



Standing Committees

Constituent Organization/Chapter Support

Alumni Connections & Networking

Recent Graduates & Students Engagement

Campus Representation

Culture, Values & Diversity

Grants, Awards & Scholarships